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THE QUILL

A Journalists' Journal

SIGMA DELTA CHI
Professional Journalistic Fraternity

IN THIS ISSUE

WILLIS J. ABBOT

Editor, The Christian Science Monitor

PAUL S. DELAND

City Editor, The Christian Science Monitor

ARTHUR H. LITTLE

Editor, Business Magazine

CYRIL ARTHUR PLAYER

Editorial Writer, The Detroit News

JOSEPH S. MEYERS

Director, Department of Journalism, Ohio State University

FRANK L. MARTIN

Professor, School of Journalism, University of Missouri

LAWRENCE W. MURPHY

Chairman, Courses in Journalism, University of Illinois

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No. I

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

BOSTON, THURSDAY, NOVEMBER 5, 1925—VOL. XVII, NO. 290

FEDERAL BUREAU TO GOVERN CIVIL AIR LINES URGED

Special Committee Proposes Commerce Department Have Charge

SEEKS TO PROMOTE COMMERCIAL FLYING

Delayed Way for America to Catch Up With Europe

WASHINGTON, Nov. 5.—(U.P.)—Creation of a Bureau of Civil Aeronautics in the Department of Commerce, with broad powers to regulate and promote civil aviation, is the recommendation of a special committee of the House of Representatives.

The committee, of which J. Walter Briggs, Assistant Secretary of Commerce, is chairman, declines to say whether it is in favor of the creation of a new department or of transferring the proposed bureau to the Commerce Department.

In addition to its function of regulating civil aviation, including the licensing of pilots and aircraft, the proposed bureau would be authorized to "develop, establish, or take over and maintain air routes and air navigation facilities."

The provision of essential air navigation facilities, such as property marked airports for both day and night flying and emergency and terminal landing fields, the committee holds to be a "public responsibility."

See Great Progress
The committee's report declared that "extraordinary progress has been made in the development of civil aviation since the war, and that the industry has reached a stage at which it is essential that the Government should take steps to regulate and promote its development."

The committee's failure after the Government to "organize and put into operation a national aviation policy" is the chief reason for its recommendation.

That the Government extend its aid to all practicable aviation is the chief recommendation of the committee.

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Public United in Opposition to Increasing Japan's Navy

Nation Realizes That Future Depends Upon Economic Development Rather Than Arms—Admiral Takarabe Defends Estimates

TOKYO, Nov. 5.—Although not yet a public opinion, the universal feeling of opposition to the naval estimates for 1926 is so strong that it is being expressed in the most emphatic manner by the Japanese people.

Admiral Takarabe's estimate for 1926, which is to be presented to the Diet on Nov. 10, is being met with a storm of protest.

The situation reveals graphically the change in public opinion in Japan since the war.

The public opinion in Japan is now in favor of economic development rather than arms.

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RUSSIANS SEEK CLOSER TIES WITH FRENCH

No Effort Made in Conceal Soviet Mission—Genuine Friendship Desired

By Special Cable
PARIS, Nov. 5.—The French press is full of reports of the Russian mission to France, which is expected to arrive in Paris on Nov. 10.

The Russian mission is expected to be a genuine one, and not a mere diplomatic maneuver.

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SOFT COAL MEN PLAN TO TEACH BITUMINOUS USE

Demonstrators Will Show Consumers How to Replace Anthracite

WASHINGTON, Nov. 5.—The American Coal Producers' Association is planning a series of demonstrations to show consumers how to use soft coal instead of anthracite.

The demonstrations will be held in various parts of the country, and will show how soft coal can be used in place of anthracite.

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PROHIBITION ADVOCATES SAY THEY OBEY DRY LAW AS WELL AS DEFEND IT

Prominent Men Answer Wet Insinuations That "Drys Are Getting Their"—Hope to End Opponents' Cry of "Hypocrisy"

BALTIMORE, Md., Nov. 5.—The Manufacturers Record, which recently published a list of names of prominent men from all over the country showing an overwhelming support for prohibition, today, in a follow-up article, answers insinuations made by opponents of the "dry" law that the "drys" were not strict adherents to the law of prohibition.

The second article contains a list of names of prominent men from all over the country showing an overwhelming support for prohibition.

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LEGION APPEALS TO MR. COOLIDGE ON EQUAL DRAFT

No Slackers and No Profiteers' Plan Called Way to Prevent Wars

WASHINGTON, Nov. 5.—The American Legion is appealing to Mr. Coolidge for support of the "No Slackers and No Profiteers" plan, which is being proposed by the National Equal Draft League.

The plan is being proposed by the National Equal Draft League, which is a national organization of veterans.

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BUTLER FORCES OPEN CAMPAIGN

State Committee Recites His Senate Record in Plea for Re-election

BALTIMORE, Md., Nov. 5.—The Manufacturers Record, which recently published a list of names of prominent men from all over the country showing an overwhelming support for prohibition, today, in a follow-up article, answers insinuations made by opponents of the "dry" law that the "drys" were not strict adherents to the law of prohibition.

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WOMEN WORKERS WAGE BARRIERS

Argument Made by Union Leaders That Women Are Being Exploited by Employers

WASHINGTON, Nov. 5.—The American Federation of Labor is making an argument today that women workers are being exploited by employers, and that they should be organized into a union to protect their interests.

The argument is being made by the American Federation of Labor, which is a national organization of workers.

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OF SIGMA DELTA CHI

VOLUME XIV

ANN ARBOR, MICHIGAN, JANUARY, 1926

NUMBER I

Helpfulness—Keynote of Christian Science Monitor

By PAUL S. DELAND

City Editor, The Christian Science Monitor



MOTIVES shine through stories as surely as truth shines through lives and consequently the motives which started The Christian Science Monitor, and ever serve as a guide, are of fundamental importance.

The realization of the need for a newspaper that would spread confidence instead of fear, the desire and provision to have it ably edited and the establishment of a helpful, hopeful guide for all time, were motives destined to make this newspaper, universal in appeal, ideal in character and powerful in helpfulness.

While the paper has been going seventeen years one must go back more than forty-two years to discover its conception. In 1883, some twenty-five years before The Christian Science Monitor was established, the need for a newspaper that would spread confidence instead of fear was voiced by Mary Baker Eddy, Discoverer and Founder of Christian Science, who said; "Looking over the newspapers of the day, one naturally reflects that it is dangerous to live, so loaded with disease seems the very air. . . . A periodical of our own will counteract to some extent this public nuisance; for through our paper, at the price at which we shall issue it, we shall be able to reach many homes with healing, purifying thought."

TO utilize all of the tried and found true practices essential to the publication of a regular newspaper she requested on November 25, 1908, when the Monitor was first issued, that it "be ably edited and kept abreast of the times." To make certain that her ideal was carried into effect she gave as the rule and guide for this daily newspaper the motto, "to injure no man, but to bless all mankind."

While the idea of the Monitor had been incubating for years the actual establishment was accomplished in about nine weeks. Within that period

houses were razed to make way for the addition to The Christian Science Publishing Society plant at Falmouth and St. Paul streets, Boston, Mass., and the new building was fitted with all the mechanical equipment necessary to print the first issue of twelve pages the day before Thanksgiving in 1908.

PERHAPS as an answer to editors who wondered what there would be to fill a paper that eschewed crime and disaster, a 96-page anniversary edition was printed one year later. Since then many special editions have been published but to hold the paper to a convenient size the average issue now is about twenty pages.

Like any regular daily newspaper the Monitor is made up of a proper proportion of news pages, a distinctive editorial page, reliable financial pages, a unique Home Forum page, picture pages, household, art, music, children's, sports and other special pages, which are all different so far as truth, cleanliness, virility and interest can make them so.

To get away from the stereotyped stories and to augment the regular press service reports the Monitor maintains special bureaus in Washington, London, Paris, Melbourne, New York City, Chicago, San Francisco and Los Angeles and has special correspondents in other cities throughout the world.

To get out the several editions daily the Monitor composing room is equipped with twenty-nine typesetting machines and other modern facilities.

With the increase in the size of the Monitor in July 1924 from seven to eight columns, three of the latest Goss Octuple presses were added, capable of printing and folding a thirty-two page paper at the rate of thirty-six thousand an hour. The presses will carry a maximum paper of sixty-four pages. The Monitors are conveyed from the presses to the mailing room where mailing machines automatically fold, wrap, and address the individual copies with great rapidity. The papers pass from these

machines to the proper mail pouches. Approximately twenty-five tons of mail are handled daily by the Publishing Society's fleet of ten trucks.

The Publishing Society recently installed its own photo-engraving plant, which is equipped with model dark rooms and the latest improved electrical apparatus, so that it is now possible to make all cuts used in the publications within the office. The Monitor has its own staff artists and photograph department.

The news and editorial practices and policies of The Christian Science Monitor are perhaps even more fascinating than the mechanical so it may be interesting to lift a corner of the robe of romance and mystery which mantles all newspapers.

Like other newspapers the Monitor seeks to be original but instead of "playing up" the criminal, the bizarre, the grotesque, the freakish, Monitor editors work upon the idea that the most original story is the one that comes nearest to "the truth, the whole truth and nothing but the truth." New sources, standards and treatments of news are necessary and reporters of the old school are redirected and young reporters trained on radically different lines from those long established, to make Monitor stories absolutely accurate in the light of fundamental truth. Proper perspective and proportion are essential to present worthwhile activities instead of having them subordinated or entirely submerged by a mass of transient disaster, suffering and sorrow which monopolize the pages of so many newspapers.

ONE specific example may reveal a principle and do far more than volumes of generalities in making clear exactly how the Monitor endeavors to tell, "not only the truth, but the whole truth," in its stories. Although interested in all worthwhile news stories perhaps an example as it applies to Prohibition may be permissible since the Monitor has been referred to by Wayne B. Wheeler, Counsel for the Anti-Saloon League, as one of the greatest single factors in bringing about Prohibition.

In Boston, Mass., as in other cities the police issue annual reports on the arrests for drunkenness and other violations of the laws. Since 1920 or during the period since Prohibition went into effect there was a period when there was an increase in the number of arrests for drunkenness. The newspapers and those fighting for the return of liquor sought to make capital out of this fact and the newspapers, by limiting their figures to a comparison with the previous year only, wittingly or unwittingly tried to make out that Prohibition was a failure. But the Monitor, believing in Prohibition and fighting for it, investigated further and found that there were many factors to be considered. Discounting the war period as abnormal and going back to 1917 which was an average and fair pre-Prohibition year, the arrests for drunkenness in Boston numbered some 73,000 while in 1924, the highest point since Prohibition, they totalled only

39,000. Consequently the Monitor headlines and conclusions were based on that broad, comprehensive and "whole truth" survey instead of being limited to one of those half-truth headlines which read, "Increase in drunkenness under Prohibition."

WHAT figures can be made to misrepresent by a clever manipulator is scarcely comparable to the damage a clever rewrite "wordsmith" can do in making a dull, drab, sordid crime story deceitfully glamorous, thrilling and important by a misuse of words and correlation of ideas.

Take for instance the case of some weak-minded sneak thief involved in a crime that lands him in jail. The writer or rewrite man, full of vivid imagination, calls into action his highly colored adjectives and paints up the story under the misguided notion that it is what the people want. The weak-minded sneak thief becomes "a debonair, natively dressed young gunman, who flashed an automatic in approved western style and laughed as he coolly leaped out of the window and made his escape leaving his victim, etc., etc."

It is the practice of attaching respectable words to petty crimes and criminals that results in a wrong impression. Rather should we use words that would make the crime and criminal properly abhorrent and repellent.

While the Monitor never records a crime as a subterfuge to slip before its readers a mass of gruesome and sordid details, it does not hesitate to "get into a situation" that obviously needs the healing attention of Truth.

In preparing copy for The Christian Science Monitor writers are required to write concisely and to the point but not to be handicapped by the modern fallacy of inadequate brevity that merely records an occurrence. The tendency is to revert in a measure to the journalism of Greeley, Dana and Bennett, to give the interpretation necessary in presenting stories of important developments and actions. Frequently the thoughts that lead to the action may need more attention than the action itself.

HOWEVER, caution is given to confine news stories to facts and not to violate editorial prerogatives or to introduce personal opinions that used to be so freely interpolated.

This procedure applies especially to the news pages where comprehensive stories are needed to keep readers properly informed. But even more comprehensive are the many authoritative articles on the many special feature pages which distinguish the Monitor.

While it is the policy of the Monitor not to fill its pages with harrowing details of disaster it does not ignore condition and always hastens to lend a helping hand. Instead of trying to make its readers squirm by making suffering, damage and death the motive as do many newspapers in their frantic

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search for sensationalism, the Monitor endeavors to bring out the thoughts of relief as the dominant idea. From many examples take the tornado in the middle west last March. Here is a headline from one paper which is typical; "TORNADO AREA LIKE WAR ZONE TORN TO SHREDS IN BIG BATTLE. WHOLE TOWNS WIPED OUT, BUILDINGS RAZED BY WIND AND FIRE WHILE THOUSANDS STAND NUMBLY WATCHING DESTRUCTION OF HOMES." The story followed along the same general lines. The Monitor headline for the same story read; "Relief calls from Tornado area answered. Radio plays rescue role."

The need was for help and the Monitor believed that was the dominant note to sound even though it carried the news of the tornado.

So-called foreign news, which ceases to be "foreign" to an international daily newspaper such as The Christian Science Monitor, is an outstanding feature of this paper. With the world as its field there is bound to be a unique universal value and appeal in its pages. Such a perspective forces it above any narrow provincial limitations onto a plane which Tennyson characterized in his famous Locksley Hall as "The Parliament of man, The federation of the World."

A LARGE staff of correspondents has been organized, and these are posted in the principal capitals of the world. In addition, men of authority contribute articles on subjects of special importance, and writers who have traveled in foreign lands present their impressions, so that a more intelligent grasp of conditions may be obtained by readers of the Monitor.

Having no political affiliations, and being burdened by no financial or commercial ties the Monitor is free to give an accurate report of a meeting, an impartial account of an event and to present all sides of a case. It opens its columns to investigations that have for their object ridding the world of evils, such as opium or liquor, the abolition of slavery, the removal of restrictions on subject peoples, and the lowering of the bars that separate one race from another.

The news value alone determines the amount of space to be devoted to international organizations. When the League of Nations performs a great service, such as the prevention of a war through intervention in the recent Greco-Bulgarian dispute, the facts are reported, also the comments thereon. The arguments against the entry of the United States into the League are given a hearing as well as the arguments for its admission, and no attempt is made in the news to throw the balance either way. Likewise the World Court has its advocates and its opponents, both of which receive attention while the judgments rendered by the court are reported briefly by cable and at greater length in correspondence.

Many of the foreign correspondents of the Monitor are men whose names carry authority, such as Sisley Huddleston, who represents the Monitor in France; W. H. Chamberlin, in Russia; Crawford Price, the Balkan correspondent; W. J. Makin, in South Africa, and S. J. Tonjoroff, in Bulgaria. Permission is granted them to write in semi-editorial vein, but bias must not enter into their handling of the news. It has been found that interpretive stories, under given circumstances, are more accurate than inadequate reports, and where the space at disposal is divided up to take care of the news of the whole world, full reports, unless in exceptional cases, are impossible.

SYNDICATED material is avoided, and only in very exceptional circumstances is it used. While the Monitor avails itself of the news service of The Associated Press, with its extensive news gathering organization, it depends more especially upon its special correspondents for the news it prints.

Less than one half of the advertising which appears in most publications is acceptable to The Monitor. Protection of the reader as well as the other advertisers in the paper is the first consideration.

Use of very heavy type, solid black effects and dark backgrounds is not permitted, neither is freakish typography. Position is sold only on the picture page. The pyramid form of make-up is employed, except for the financial and hotel-travel pages, on which the make-up is from the top of the page downward.

While treating the serious news seriously and devoting space to important affairs the Monitor pages reflect lightness and brightness wherever and whenever possible. In addition to the "Sundial" column, which "records only the sunny hours", stories with a "smile" frequently adorn its pages. But they must laugh "with" and not "at" people.

ANOTHER practice to which the Monitor attaches great value is the handling of reports on important economic, governmental, business, financial and social developments. These are prepared by authorities and have to do with the progress and welfare of humanity. The "spot news" fetish which leaves so many such important documents without proper representation in newspapers because of pressure of time and lack of space does not deter the Monitor from making a careful study and concise summary of such reports which obviously represent the best thought on the subject in hand.

Finally the admonition to use only stories that will "injure no man, but bless all mankind" frees the editors and writers from the futile pursuit of transient inconsequentialities and enables them to devote all their faculties and abilities to recording the permanent, constructive and helpful activities of the world,—and confidentially this is the secret desire of most every newspaperman.

A Force for Clean Journalism

By WILLIS J. ABBOT

Editor, The Christian Science Monitor

TWENTY-FIVE years ago the advertising pages of even the best newspapers were filled with announcements of patent medicines, nostrums for the cure of ills, real and imaginary, with full descriptions of the symptoms indicative of each complaint. In passing it may be noted that these symptoms were made broadly inclusive so that few readers could go through many of these advertisements without being convinced that they suffered from at least one of the ills, and being thereby impelled to buy the nostrum.

Most of these advertisements have disappeared from the better class of papers. They have been eliminated for just two reasons:

1. Advertisers of clean and useful articles objected to having their announcements appearing side by side with offensive, even revolting details of physical ills and bodily deformities.

2. The medical profession urged that the publication of these terrifying details of diseased conditions led readers to imagine that they were similarly affected.

Now as a result of these two forces the cleaning up of the advertising pages of the daily press has been one of the notable features of the last decade. But it cannot be asserted that the editorial department has kept pace with this reform. Indeed I think a plausible argument could be presented in support of the proposition that the news pages of many papers have deteriorated in proportion as the advertising pages have been improved. Glaring black type which in the best papers has disappeared from the advertising pages, now appears in headlines on the first page and too much of the news published is as offensive in character as were the detailed symptoms of loathsome diseases which formerly were given space in those columns, which were sold for a price.

WRITERS for The Christian Science Monitor are instructed to avoid reporting crimes, disasters, epidemics, deaths, or trifling gossip. There are qualifications to each clause in these instructions. A crime or a death by which the course of history might be affected would be reported—the assassination of a ruler, for example, or the death of a man whose passing would end some notable service to mankind. A disaster such as the Japanese earthquake would be reported in the expectation that Monitor readers would eagerly avail themselves of the opportunity to extend charitable aid—as indeed in that particular instance they did with notable liberality. But in neither case would anything more than a dispassionate statement of the facts be published.

IN place of news of this character which forms the bulk of the reading matter in many newspapers, Monitor correspondents are instructed to report fully all advances made in educational methods, notable discoveries in science, great public benefactions, incidents of social or political progress, conferences of religious, educational, reformatory, or economic associations, and indeed every event, material, intellectual, or spiritual, which has its bearing upon the ascent of man.

Since the Monitor has such a large circulation outside of Boston, it must not be filled with matter already printed in the local press. The task of the editors is to search incessantly for news which other papers ignore, and to elaborate and interpret news which other papers may have published in a perfunctory manner.

The Monitor has created an elaborate system for collecting foreign news. A staff of some twenty-five employees conducts the business of the paper in England. The foremost American newspapers have three or four men. But the Monitor besides its news correspondents, and political and critical writers, has both advertising and circulation departments in London. The paper is on sale in the tubes and on the news stands, and carries on certain days of the week a very considerable volume of European advertising. Art, music, dramatic, and literary critics are on the London staff, and matters of interest in these activities are covered as fully as if for a London newspaper.

No effort is made in the columns of the Monitor to emphasize its religious character. One brief metaphysical article daily, and the rigid exclusion of matters repugnant to the religious convictions of its readers, whatever their church or creed, are its chief manifestations of a religious purpose. The news of other churches is printed rather more fully than that of the church responsible for the paper. And yet in its whole policy the Monitor follows closely a text from Paul's Epistle to the Philippians:

Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things.

A good rule, that, for newspaper readers as well as newspaper makers. The Christian Science Monitor is demonstrating that it can be profitably followed within a newspaper office, and thereby is winning readers and advertisers throughout the world.

Story-Sleuthing in the Business World

By ARTHUR H. LITTLE

Editor, Business Magazine

EVERY business community in America holds a story, a sheaf of stories, for business magazines. Every metropolitan city, every county seat, every factory town in the East and every farming town in the Middle West and far West harbor a merchants' association, a manufacturers' organization, a chamber of commerce or at least one wide-awake merchant whose experiments and explorations and experiences in business building or business bettering hold the elements of a good story.

Every business organization, manufacturing, wholesale or retail, that has undertaken to broaden its trade territory or to improve the business methods of its members by the interchange of ideas; every business man of whatsoever sort who has surveyed his market to discover his selling opportunities or to define his selling possibilities; every business enterprise of any kind that wields an advertising mailing list intelligently—every one of these has set up, knowingly or unknowingly, a homemade laboratory for research and in that laboratory has evolved some contribution, great or small, to the aggregate of facts, demonstrated facts, about business. What data have these investigations brought to light—data that other business men might use? What standards and ratios have they established? What was the manner, the technic, of the investigations themselves? Answers to such questions as these constitute the typical business story—the story that scores of trade publications are eager to buy at good prices.

IN general, trade publications such as Business are ever seeking stories of method, of technic, stories of business achievement, stories that "tell how", stories of the methods and the results of business surveys and investigations, stories of method in

advertising, in handling credits and collections, in dealing with problems of personnel, in general supervision and management, in marketing and merchandising, in accounting, in salesmanship.

Having identified the type of story sought by the majority of trade publications, there arises the question; Where and how can one find such a story?

The sources, roughly in the order of their proximity to the prospector seeking a story, may be grouped as follows:

It Helps Executives

If you were to drop into some business establishment and ask the manager what medium supplies him with the most and best business tips, the chances are about ten to one he would immediately answer "Business Magazine".

Starting a number of years ago as a house organ, Business simply grew out of its class until today it ranks with the very best business-aid publications. Its editor, Arthur H. Little, is a recognized authority on business method and management. His writings have appeared in some of the leading fiction magazines and trade journals.

In order to stimulate an interest in the writing of business articles, Business Magazine, under the direction of its editor, has published a booklet that explains very fully where and how to obtain salable business information and how to prepare it for marketing. Mr. Little has consented to present this booklet to any instructor in journalism. This is a very worthwhile work and should be placed in every journalism library. Teachers may obtain it by writing to Mr. Arthur Little, % Business Magazine, Burroughs Adding Machine Co., Detroit, Mich.

1—Successful individuals in business, whether retailers, wholesalers, manufacturers, department heads or whatnot, who have invented new methods to solve business problems old or new, or who have applied old methods, modified and improved, to present-day conditions.

2—Retail business organizations, such as merchants' associations, ad clubs and credit exchanges, that, operating on a communal basis, undertake to extend trade territories and otherwise increase sales, or maintaining bureaus or clearing houses of information, undertake to improve the methods, practices and relationships of their members.

3—Chambers of commerce; for our present purposes these organizations may be considered as differing from organizations in Group Two only in the respect that, because they draw their membership from wider ranges—from all lines and all sections of business in a community—their ranges of purpose and accomplishment are broader.

4—Local and sectional organizations of manufacturers and wholesalers, particularly such of these organizations as maintain bureaus for the exchange of information or agencies for research, investigation or field survey.

5—Research agencies on a larger scale, such as the laboratory maintained at the Mellon Institute in Pittsburgh by a national association of laundry-

men; the American Institute of Baking maintained in Chicago by a national association of bakers; the research bureaus maintained by various groups of department stores and other retail establishments; bureaus for business survey operated by Harvard University, the Carnegie Institute of Technology, Columbia University and a number of other institutions of higher education.

6—Bureaus for business research operated by the federal government; most of these are situated in Washington, but many have been allocated to state capitals, to the seats of universities and to centers of production of raw materials and manufactured products.

Yes, but how are you to go about getting the story? Specifically, let us consider, first, one class of business men in that first group, the retailers.

Who is the best retail merchant in your city or town? Who is the liveliest of the mercantile "live wires" in the community? Who devises the best-looking and the best-selling window displays on Main Street? Whose is the most original retail advertising in your papers? Whose salesmen are the best salesmen?

GET acquainted with that merchant. Sit down with him, when you can catch him at ease, and chat. Ask him how he operates his business. Be specific, if you can, in your questioning. Know something about his business before you interview him. Ask him about some outstanding feature of his methods that you have observed. Get him to talk. Ask him what he has learned and how he has applied his knowledge to the management of his business. Sooner or later, very likely, you will uncover a clue, a sign pointing to a story.

"Well," he may remark somewhere in the course of the chat, "this spring I've been monkeying with a scheme to get some of the country business that's been going to the mail order houses."

There, indeed, is the clue to a story. Instead of mentioning selling methods he may say:

"I shoved up my gross profit two per cent for the past six months."

Your cue, of course, is to inquire:

"That so? How?"

He's likely to be specific: "By stopping some of the leaks in the business."

There you are! Another clue!

These are things that retailers the country over will read and absorb and then eulogize in enthusiastic letters to the editor.

But suppose there are visible no "live wire" merchants. Suppose that to you they all look alike, all conservative, all self-satisfied, all a bit colorless and all—for literary purposes—seemingly quite hopeless.

Hunt up the secretary of the merchant's association or the secretary of the ad club. For several reasons the acquaintance of these individuals is worth your cultivating. Each knows all the mer-

chants in the town—knows what they, as individual business men, are doing. What is equally important and equally valuable to you, each knows, from his contact with business in general, what is new in mercantile method in the business world at large.

Hunt up that secretary and sit down with him. Enlist his aid: throw yourself on his mercy. Say to him: "I'm looking for a good business story, a retail story. I don't want business news, but business method. And I don't know where to start looking for it. Who's the best merchant in town? Who's doing something new or unusual, but successful, that other retail merchants could do if they knew about it?"

VERY likely the secretary will think a minute, then say something like this: "Well, I might give you a couple suggestions. Go over to the Famous Clothiers and see Wynne, the advertising manager. He's worked out the best little system you ever saw for steering direct mail matter and tabulating results. He'll tell you about it, I think, but if he seems reluctant to talk, tell him I sent you over. Or you might see Batchellor over at the Palace department store. He's head of the personnel department and has a couple classes in salesmanship—you know, merchandise analysis stuff. He'll talk to you about it for hours."

There you have two leads—and promising ones. But before you leave the secretary, ask him about his own association. He may have a story himself.

And in this same manner, the prospective contributor can approach sources of stories in each of the above named groups. Inquiry on any search anywhere will guide you to the man who has investigated, who has experimented, who has studied—the man who, on some business subject or other, can "tell how."

Another avenue of approach, however, is the avenue of observation. Many a good business story, as yet untouched, is easily visible to the naked eye that looks its way. Newspaper advertisements, window displays, circulars, mail advertising—these frequently offer clues that lead to salable stories.

You have found a clue to a story. You have followed that clue back to its source, to a certain individual. In a general way you know something of what that story is; someone, this man or someone else who knows the story, has generalized it, has sketched it for you. How are you to proceed?

THIS man knows certain things, certain facts, that you want to know. Besides, he knows many other things, many other facts, irrelevant to the story, and hence, for your purposes, useless to you.

This man is a man of action, not a man of letters. He has done something, created something, discovered something, achieved something, accomplished something. Write about it? The thought never has entered his head. Anyway, writing is a

(Continued on page twenty-three)

Running the Gauntlet in Foreign Lands

By CYRIL ARTHUR PLAYER

of the Editorial Staff, The Detroit News



ALMOST every journalist has wished to be a foreign correspondent; most of us feel in our bones that we would make a good one. There is something exceptionally attractive about the foreign field; it is, either with or without advantage, far removed from home; strange cities and stranger peoples; membership of a suspected but hard-to-discover political free-masonry which, through powerful articles, moulds the outward face of Europe; the curiosity of travel for travel's sake; these among others are the impulses which make many a man wonder if there isn't some enterprising newspaper publisher who wants to pay his expenses in Tokio, or Moscow or, even preferably, Paris or London.

The field for foreign correspondence requires first and last reporters. The work may develop into reporting of a fine character, bordering on the prophetic, and romantically garnished with high politics; but it must remain fundamentally reporting, nonetheless. Where the foreign correspondent ceases to be a reporter and becomes a political moralist, he incidentally loses his sense of balance, and is, forever after, a bore or a pretentious ass. There are many in Europe today. American correspondents in Europe comprise both the classes mentioned. There are several reporters and many pseudo-Bourchiers.

JAMES David Bourchier was correspondent in South-Eastern Europe for the London Times, and the most considerable journalistic figure the Balkans ever had. He investigated the atrocities at Dorpat in 1895 and prepared a report for the British government; and in 1896 received the thanks of the Cretan Assembly for his services in promoting the arrangement with Turkey in that year; he accompanied the former Emperor William II's pilgrimage to Jerusalem. He received orders from virtually every Balkan government, wrote encyclopedic

articles on all of them, was sought and listened to by statesmen and fulfilled the very dream of greatness so far as a journalist in those ample days could do so.

Bourchier was very hard of hearing and there is a good story told of his "secret" conferences with a famous Cretan statesman, also a little deaf. The two would foregather discreetly in a private room, free from prying eyes, and there unfold desperate and far-reaching confidences. The room was an outside one. The two men, to overcome their mutual handicap, bawled at each other. . . . Outside

and below the window cowered all the other newspaper correspondents, eagerly absorbing the secrets of the Balkans.

But Bourchier died and there are many aspirants to his mantle. They are the less serviceable of the present correspondents in Europe.

IT is, in fact, not surprising that a man gets a little high-hat in lower Europe. Everything conspires to inflate his vanity and destroy his common-sense, especially if he is American or English, or represents an English-speaking newspaper. First, observe the government organization to control and influence the correspondent.

Every foreign government believes supremely

in and intensively practices the art of propaganda. No journalist anywhere on the continent can file press dispatches without special authority from the official press bureau; in almost every case the wires themselves are operated by the government, and contact between press bureau and telegraph office is close and complete. Censorships are rigid and often ruthless. That comprises the defensive. For the offensive the press bureau, which is the gateway to interviews and information, devises subtle and far-reaching means of interesting the correspondent in the government side of the story. Conditions are not very pleasant, police regulations are strict and exasperating, visas troublesome, houses hard to obtain.

Across the Pond

Scouting Europe for news—that's what Cyril Arthur Player, editorial writer for The Detroit News, did for seven months recently, and every reader of this middlewestern paper has followed with keen interest his series of articles that have penetrated the crust of European life and carefully analyzed what lies beneath.

Mr. Player, working on an open assignment which called for a report of any condition, custom or whatnot about which he cared to write, started in England and worked slowly through Europe to Constantinople, into Asia Minor, traversing 16 countries. Virtually all the tour was made in an automobile and, needless to say, this prominent writer became "part and parcel" of the countries he visited.

Being a newspaper man he was naturally interested in the activities of the foreign correspondents, and being interested, he made a close study of this phase of newspaper work. In the accompanying article, Mr. Player strips the romance from the life of the foreign Correspondent and pictures a few of the obstacles that are confronted by the American reporter abroad.

and so forth. How relieved a correspondent feels when the press bureau finds ways and means to lighten these problems! It is a Spartan thought that suggests one must risk those invaluable aids to a difficult existence, for the sake of independence!

Perhaps a correspondent may risk courageously, in which case he has time later to wonder why his name was left off the list, "accidentally" when some little courtesy or privilege was being handed out. If he smuggle matter out of the country for mailing, soon or late it will return, in its published form, to the central government, and inexplicable obstacles will make further work increasingly difficult.

NOW, suppose the correspondent accepts the situation and the favors (very precious in the more backward countries) and turns his attention to "constructive" promotion of the government's benevolence. Think what it means to have the chief of the press bureau for a friend, to be able to rope the yarn in a few minutes, and occasionally to be furnished one of those specious rignaroles which make such finely mysterious reading when published and give the correspondent the air of having played poker all night with the prime minister.

The Balkan governments frequently organize parties for foreign correspondents—parties nominally designed to show this or that proposed public work; there is always plenty to eat and drink. . . . Then there are facilities of an intriguing kind; for example, in Yugoslavia every registered journalist travels free on the railroads (first-class) all the year, and his press dispatches are sent free after six in the evening.

The more sophisticated governments to the north and west are not quite so outright in their control of views, but they are as watchful and as enterprising. In one capital it was said to me of a well-known correspondent: "A good man, but he can get nothing because he is persona non grata with the government." And in another capital: "So-and-so can never return here, because after he left he published an article making bitter fun of the censorship." In another capital: "He was a useful correspondent until he married a wealthy native woman; now, of course, to protect his home from

confiscation and her property he has to be good." There are many other instances, all tending to illustrate the network of spidery intrigue against his independence, in which the journalist abroad entangles his feet.

IT is all a high tribute to the power of the press. In fact publicity is at once the hope and dread of every government, and in Europe it is a prime concern of the foreign office, quite apart from the natural output of ministries of commerce and the like. The press bureau is part of the foreign office, and it maintains at home and in this country, too, a first-class clipping service.

I do not wish to suggest that all correspondents fall into this deep and exhausting rut of self-interest, but many do; and many confess it. Few would deny that the condition is as described—and none of any experience would question it. Yet there are many fine men in the field, but the most successful are those who are not fixed points in any one capital but move over the face of the continent, thus baffling the clutching endearments of any one government. Moreover the older centers of civilization, as we know it,—in London, Paris, Berlin, Amsterdam for example—the atmosphere is quite different.

In the first two the correspondent finds himself of small account, because the governments usually work over his head and through indirect channels of propaganda; in the others suavity and good nature are relied on to win the journalist as a sympathetic auditor.

THE subject is a long and difficult one; too long to be brief, and too filled with difficulties to be profitably long. The foreign field needs reporters; particularly it needs the elimination of the political moralist who finds his study a comfortable place whence to spin romances of vaguely discerned matters, but objects to working his legs overtime in an effort to find out what the people are thinking about. There is an optimistic side to the subject, but it is not worth considering until the example of a handful of very fine men now serving the American public from Europe is made the standard service of American journalism abroad.

Trained Reporters

"The demand by newspapers for graduates of schools of journalism has never been greater in my twenty years' experience in teaching journalism than it is today," says Professor Willard G. Bleyer, director of the Course in Journalism at the University of Wisconsin.

"In recent years the demand for journalism graduates has never equalled the supply. Editors of daily and weekly newspapers are turning more and more to schools of journalism in seeking men and women for their staffs. They desire to secure our graduates not only as reporters and deskmen but as writers and solicitors of advertising.

"Just as it is now impossible in many states for a person to practice medicine who is not a graduate of a medical school or for a person to be admitted to the bar who is not a law school graduate, so in the distant future it will be difficult, if not impossible, for a young man or woman to secure a position on a well-edited newspaper unless the applicant is a graduate of a school of journalism.

"Young men and young women who desire to enter the profession of journalism owe it to themselves as well as to society to obtain the best training available to them."

Do Student Papers Slight Academic News?

By JOSEPH S. MEYERS

Director, Department of Journalism, Ohio State University



STUDENT newspapers of universities and colleges are under frequent criticism for their alleged failure to mirror fully the more serious or academic side of the institutions of learning. It is charged that their news columns are filled with accounts of athletics, activities and social doings, with little space given to the news of what is being done in classroom and laboratory, in research, in lectures, in educational policies, and in the publication of books and monographs. In other words, so the critics charge if one wants to know the record of what the institution really stands for he must look elsewhere than in the student newspaper.

It is admittedly true that the college newspaper is devoted largely to student affairs, which in this sense means affairs other than the strictly educational, but it will be always contended that there is education of a kind in the so-called "activities." Obviously, too, what news of strictly academic events is obtainable is likely to be incomplete, inaccurate and unauthoritative. The college paper is supported by the student body, rather than the faculty, and with that fact in mind the editorial staff is moved to publish news of interest to its supporters.

Despite the criticism, I feel that the average student editor takes his responsibility seriously, feeling the urge to discuss soberly and thoughtfully administrative, educational and student movements, with criticism, not always constructive, but withal purposeful. He takes a jealous pride in the writing of his editorial, and herein the stranger from Mars will be able to see a picture of university life quite different from that shown in the news columns. A study of the editorial columns of college papers will disclose earnest discussions of the weighty questions of education in its many aspects, some of them

naturally immature and ill-considered, but none the less illuminating, and for the most part more advanced than the views of the average educator. Student minds are anything but grooved and conforming, and this is well, for the academic mind is likely to tend too strongly to the conventional and traditional.

A survey of twenty consecutive issues of one college newspaper published during the last summer is decidedly enlightening as indicating the serious mind of the editor who wrote all the editorials. A few subjects discussed may be briefed as follows:

The rule penalizing absences before and after vacations is arbitrary and unfair.

A college should make it easier for students to browse among its educational pastures, encouraging auditors in courses and possibly giving a degree called Bachelor of Culture.

Four years are insufficient to obtain what college has to give a student: generalization and specialization at the same time.

Communities owe colleges as much as colleges owe communities.

A new auditorium in which will be given more

interesting lectures is an ideal to be sought.

That a man to be educated must be college-bred is a chimera.

Increased enrollment is nothing to boast if it is not accompanied by increased excellence.

One of the bugaboos that prey on student minds is the desire to "make a grade."

Practically all the college dailies republish editorials from other student newspapers, and the selections are almost invariably provocative of thought. The several magazines devoted to college affairs give a good idea of the serious minds of student editors, so that all in all there is likely to be much that is worth while in the college newspaper.

Capital Punishment

The jury returned a verdict of guilty.

The judge, benign and easy going shook his head resignedly as he motioned the defendant to stand.

"Mr. Defendant," he said gravely. "The court has been most lenient with you. For six months you have gone unpunished though you knew well enough that you were doing wrong. The verdict returned by this jury calls for the supreme penalty. I still feel, however, that there is more good in you than this decision implies. So I have decided to offer you an alternative. You know, of course, what that is."

So the defendant, eager to escape the supreme penalty, paid his subscription to The Quill and was not cut off.

Perhaps you, too, are guilty. If you were initiated into Sigma Delta Chi in 1920 or earlier and have not taken out a term or life subscription, you are, and you will not receive The Quill after this issue unless you send the editor \$1 for a year's subscription or \$20 for life.

Why not sit down right now and send in your check? The ballif is really an impatient fellow and of course you don't want to miss any of the interesting bits future Quills will bring.

PROMINENCE GAINED BY GRADUATES

Wisconsin Alumni Holding Many Executive Posts in Journalism

By Laurence Eklund

What measure of success do members of Sigma Delta Chi, national honorary journalistic fraternity, achieve after they leave college? A study of the alumni records of the Wisconsin chapter shows that many of the graduates have attained influential positions in what the fraternity defines as journalism, "the direction of the editorial policy of, the editing of, and the writing for, newspapers and periodicals."

Among the most distinguished of these alumni members is Dr. Willard G. Bleyer '96, director and professor of journalism at the University of Wisconsin. He founded the course in journalism at Wisconsin, the first in the country, in 1905. Dr. Bleyer has written the following textbook on journalism: "Types of Journalism Writing." "Newspaper Writing and Editing." "How to Write Special Feature Articles." and "The Profession of Journalism."

Writes Textbooks

Prof. Grant M. Hyde '12, is associate professor of journalism at Wisconsin, and author of "Newspaper Editing," "Newspaper Reporting and Correspondence," "Handbook for Newspaper Workers," and "A Course in Journalistic Writing." Prof. Hyde is editor of the University Press Bureau. He has been connected with the course in journalism since its infancy and has at various times served as acting director. His texts are studied in newspaper offices throughout the country as well as in colleges and schools.

Prof. E. Marion Johnson teaches editing and community journalism at Wisconsin and is editor and owner of the Scholastic Editor, a national magazine devoted to high school publications. Other members of Sigma Delta Chi on the Wisconsin faculty are Prof. Carl Russell Fish, Chilton Bush '25, and Otis Miller.

Teach in Other Schools The following Wisconsin alumni have since become teachers of journalism at other schools: Roy French '23, director of the department of journalism at the University of North Dakota; Prof. Norman Johnson '24, of the department of journalism at the University of Wisconsin; and Prof. J. H. French '25, of the department of journalism at the University of Wisconsin.

Unique Stunt Is Used By Illinois

A unique publicity stunt is used by the Illinois chapter in giving advance publicity to its annual Axe-Grinders' Ball, one of the few great social events of the year, which was held December 13 this year.

Terrence A. Mac Reddy, walking delegate of the Axe-Grinders' Union, appears on the campus and is interviewed on the subject of the ball and other topics of the day. Each story carries a standing head, "Did You Rate?" and this is followed by a bank giving different information as the subject matter of the stories changes.

The ball is an invitation affair and the guest list is decided on by chapter vote, only the elect of the campus being recognized by the chapter. Invitations are "served" on the invited few by masked "union delegates" who storm into the fraternity and rooming houses at odd times and read a manifesto before announcing the names and delivering the invitations. Few houses receive more than two invitations.

The ball is conducted in bow-tie style, and many of the guests, who bring their own lunch in dinner pails, ride to the dance hall on a flat car borrowed from the interurban company for the occasion.

HOP BRINGS LARGE SUM

Bloomington, Ind.—The Indiana University chapter of Sigma Delta Chi made about \$1,500 on its annual blanket hop last fall and will use this money to promote worth and while journalistic enterprises on the campus this year.

The first action of the fraternity was the establishment of a Sigma Delta Chi library of books on journalism and reference books in the office of The Indiana chapter. Since this money placed on journalists, they are easily accessible and when they are seen every day by all reporters and editors on The Student.

MANY JOBS ARE LISTED BY BUREAU

Shortage of Registrants Is Proving Handicap to Personnel Service

A number of particularly fine openings have been offered members of Sigma Delta Chi through its Personnel Bureau, according to Robert B. Tarr, director of the bureau. But, strange as it may seem in these days of job-hunting, the bureau has not had sufficient registrants to fill the demand. Following are short descriptions of a few of the jobs the Personnel Bureau has had an opportunity to fill:

1—An eastern syndicate which deals entirely in sport features recently wrote that they were in the market for SEVEN good men if they could find them. 2—A big concern in the national capital has been searching for a high class publicity man for FOUR months. January 2 they wrote the bureau that the job was still open. It's a great chance for the right man, wherever he is. 3—Men are negotiating with two papers in Florida—one a small paper wanting a reporter; the other wanting a man to take full charge of the news room.

4—A request for an experienced man who could both write and sell advertising of a certain nature could not be handled recently, as no one with exactly those qualifications has as yet registered.

6—A Michigan Daily in a small town wants an assistant to the editor and owner who will be capable, after some training, of assuming all responsibility for short periods during the editor's absence. 7—An eastern manufacturing concern asked a few weeks ago for a young man not out of college more than two years to place in their advertising department. They did not want an experienced man; they were ready to teach him themselves.

8—Several weekly papers are looking for men; and some of them offer good opportunities to the man who likes the small town and the weekly field. 9—Larger papers have at times telegraphed for men on their copy desk immediately. Good jobs—but they must be filled quickly and can only be offered to men who are registered and ready for these include selling on leaders, getting newspaper advertising, and selling advertising. These are a little out of the line of the ordinary Sigma Delta Chi's ambitions, but someone may be interested.

It's Free For All So Come On In

Come on in—the water's fine! Nothing private about this fight, fellows, strip off your coats, roll up your sleeves, pick up a brick and fight. Just pick up a pen—this is a nice, gentlemanly game.

In order to become more democratic, The Quill is going to start an "open forum," department where members of Sigma Delta Chi can air their views on any subject whatsoever from philosophy up. The Quill has been accused of devoting too little space to subjects of interest to active members. The editor supposed active members of Sigma Delta Chi were interested in journalistic subjects—apparently they are not. Perhaps they get too much journalism in the classroom.

So come on, gang, now's your chance. Come on you fellows from the open spaces where men are men, easterners, et al. The gong has sounded. Load up the gun and fire away.

Brethren, what have you to offer?

PLAN TOURS FOR SCRIBES

Two highly attractive writer's tours, both sponsored by members of Sigma Delta Chi, are being offered journalism students and newspaper men for the coming summer.

E. M. Johnson, associate professor of journalism at the University of Wisconsin, will conduct one of the tours under the management of Art Crafts Guild Travel Bureau. His schedule calls for six weeks of travel a great deal of the time aboard ship being devoted to instruction in feature writing, comparative journalism, and the supervision of school publications. The party will sail July 8 and will return August 21. The tour includes Montreal, Glasgow, London, Manchester, Oxford, Stratford-on-Avon, Warwick and Kenilworth in England; the Hague, Amsterdam, Ostend, Zeebrugge, Blankenberge, and Antwerp. (Wisconsin chapter). Fred Gustorf (Wisconsin chapter). Gustorf is a member of the European Summer School of Journalism with the Bureau on the usual route through England.

CHAPTERS TAKE PART IN MEETS

School Press Association Conventions Sponsored by Fraternity Groups

Sigma Delta Chi chapters throughout the country took an active part in the fall and winter interscholastic press conventions. In virtually every instance, either the chapters as a whole or certain individuals from the chapters were in charge.

Grand Forks, N. Dak.—More than fifty delegates from high school papers in North Dakota, South Dakota, Minnesota and Montana met at the fifth annual convention of the Northern Interscholastic Press Association held at the University of North Dakota, December 4 and 5. The convention was under the direct charge of R. Lyle Webster of the North Dakota chapter of Sigma Delta Chi. Webster was assisted by Edward J. Franta also of North Dakota Chapter, and by the local women's journalistic society.

Roy L. French, national secretary of Sigma Delta Chi, and F. L. Erhardt, members of the journalism faculty of North Dakota and of Sigma Delta Chi, took a prominent part in the convention and acted as judges of the publications contest. George Benson of the Fargo Forum and Riley R. Morgan, editor of the Walsh County Record, both associate members of the North Dakota chapter, were convention speakers. Three active members of the chapter were also on the program, E. L. Cope, '26, R. B. Curry, '26 and E. K. Thompson, '27.

The convention closed with a visit to the plant of the Grand Forks Herald. J. Bacon, owner, and John Cooley, managing editor, associate members of North Dakota chapter, acted as hosts.

Madison, Wis.—Glenn Frank, president of the University of Wisconsin and associate member of Wisconsin chapter, was the principal speaker at the sixth annual convention of the Central Interscholastic Press Association held here Nov. 27 and 28. Approximately 1000 delegates, representing school and college publications of the central states, attended the sessions. Other principal speakers included Frank C. Cross of Indianapolis, national director of education, University of Wisconsin. Experts in engraving, printing, paper stock as well as technical matters of journalism addressed sectional meetings.

THE QUILL

The Quill is published by Sigma Delta Chi in the months of January, March, May, September, October and December. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities. It is the official publication of Sigma Delta Chi, International professional journalistic fraternity, founded at Depauw University, April 17, 1909."

MARK L. HAAS
Managing Editor

All editorial matter for The Quill must be mailed to the managing editor, Mark L. Haas 2716 Rochester St., Detroit, Mich. Absolute deadline is the twenty-fifth of the month preceding the month of publication. All copy must be submitted gratis. The Quill welcomes editorial contributions from non-members of the fraternity as well as members.

The Quill has applied for a transfer of second class privileges from Champaign, Ill., to Ann Arbor, Mich.

Subscription rates: \$1.00 per year, in advance, to both members and non-members; Life, \$20.00.

JANUARY, 1926

WITH the advent of far-reaching news gathering agencies and systematically organized editorial staffs, the newspaper scoop, once the acme of reporting, has been relegated, for the most part, to the museum of journalistic wonders. Few legitimate scoops are recorded in modern journalism though, occasionally, a live-wire reporter is fortunate enough to get an advantageous break over his rival and proceeds to cut a niche in his desk or perhaps in his big, black copyreaders' pencil. But even these few niches lose their significance in the new demand on reporters that has supplanted the cry for "scoops"—a demand for "feature incidents" to all news stories.

This new demand on the part of many managing editors brings out a new classification of newspapers—a classification based not on the quantity of news but rather on the style evidenced in presenting that news.

"Nothing but the truth" a slogan made famous in the early part of the century has been somewhat revised in many newspaper offices and now reads "The truth made interesting." But to make the truth interesting often takes the writer to the very edge of the straight and narrow path and in most cases makes him a trespasser on forbidden ground.

"People don't want the same old cut and dried story newspapers used to hand out," says one editor. "They want their news featured, made interesting, served with a chocolate coating."

And so the order goes out to reporters—"make your stories interesting, fill them up with appealing incidents."

The result is a newspaper filled with stories molded for popularity—news fiction. And, strange enough, the reading public which throws up its

hands in horror at any evidence of malicious misrepresentation in a news story delight in the "featuring" of news, that is, in the elaboration of incident, to furnish the "sugar coating."

Detection of such practices comes only through a comparison of the facts as handled by two different reporters and since few people read two newspapers this painting of the news is seldom noticed by any except those familiar, through personal contact, with the actual incidents.

This deviation from the truth, in most cases, harms nobody. The "coloring" of the stories is never libelous but consists, for the most part, of adding human interest pictures of family life or little bits of action which, fictitious but harmless, give the reader a prejudiced viewpoint of the characters in the story.

To say that "John Brown burst through the door with his hat set at a rakish angle," is certainly a vivid way of saying that Brown came home—but is it true? Such a statement brands Brown as either drunk, mad or without good manners.

This means of making news stories readable is finding a strong foothold in modern reporting. A number of editors feel, apparently, that to keep up with the times, they must "jazz up" the facts. Just where this practice will lead is hard to say but it is certain that continued coloring of his stories will cause a writer to have less and less regard for the truth. Always he will be seeking satin raiments for the "beggar story" with a resultant loss of his sense of news values.

This type of writing is particularly noticeable on the sport page. Virtually every sport story has a hero—must have a hero, in fact—and the writer who is particularly adept in the use of superlatives is the writer who finds an enthusiastic audience in the sport world.

But superlatives must be used where they will be most appreciated so, again, the reporter faces that call of public popularity. And all too often his attention is turned to the colorful player—generally the man who carries the ball.

"Slovenly newspaper reporting boosted 'Red' Grange's fame far beyond its true proportion," says Marvin H. Creager, managing editor of the Milwaukee Journal. "It was easy to pin a glittering story on a 'star' but hard to write a complete and comprehensive story of each game. So the reporters wrote the easy story. 'Red' Grange is the product of the new school of football and the new school of journalism. Back in the old days there were some pretty good football players, too. I am old-fashioned enough to think that Mr. Grange may have found the going rather heavy in their company."

"It was newspaper stories that made Grange. For three years the scores of hardworking, faithful pluggers on the Illinois squad have been used simply as foils for the Wheaton ice man. The stories of games in which Grange played were merely recitals of his personal doings."

"Certainly this has not made for team work and college spirit. And the blame belongs primarily to the newspapers which played him out of all proportion to his importance. They have done this mainly because of slovenly, inaccurate, untruthful reporting. It has been easier to write a column or two of hero worship than to dig in and get real facts and array them correctly in interesting form."

Yes, it is often difficult to make a story true and, at the same time, attractive. But the ability to do this marks the real journalist.

"SHALL we or shall we not?"

This is still the question many editors are asking themselves relative to the publishing of crime news. An occasional newspaper ventures an experiment by either eliminating crime news entirely or segregating it. But despite the many and varied experiments no worthwhile rules of practice have been evolved.

An interesting slant on the question of the publishing of crime news is obtained from letters exchanged between the minister of a Detroit church and the editor of one of the Detroit papers. The trial in question was that in which the son of a wealthy manufacturer was charged with assault.

The minister's letter follows:

Editor.

Dear Sir:

During the period of the trial recently held covering the case of Arthur Rich your paper published a rather detailed report. I have waited this long to write about the matter in order that I might think it over carefully and not express myself in undue haste. Not only as a citizen but as a pastor and one responsible for religious education of boys and girls I wish to make as vigorous a protest as is humanely possible against the particularly vicious moral character and nature of the report given of this trial. I think I have read nothing more violating to the morals of our youth in the cheapest and most pernicious types of covert literature.

I realize full well that a newspaper is a business organization, therefore a member of a system which requires success and therefore must promote its enterprise to that end. I can scarcely concede the point, however, that the best

interest of our community life should be sacrificed to the same. The newspaper is also a public utility.

Your paper was no worse than others, but God knows it was bad enough. I sincerely hope that the feelings of a large percentage of our citizens have been so outraged that you have been flooded with protests and with such a support that you may be able to let our news appear in somewhat better form.

Yours very truly,

The editor answered as follows:

Dear Sir:

Probably you don't know that the Rich case was being suppressed, with reports abroad that it would never come to trial, until The Detroit — told the truth about it. If you think it would have been better for the facts to have remained hidden, there is no use in my answering your letter.

The policy of repression, of hiding ugly facts, of glossing over unpleasant truth, belongs to an age happily long since past. That was a cowardly and futile attitude, anyway. "Let in the light" is the gospel of civilization since the Middle Ages. The light cures. Darkness breeds crime and hypocrisy.

I didn't suppose there was anyone who didn't realize the beneficial effect of publishing details of such a case as this. Can you conceive of any mother reading it without learning a terrifying useful lesson, or any father reading it without thinking hard of his responsibilities to his children, or any girl reading it without being warned of what dangers even an innocently-planned auto ride may bring, or any boy reading it without experiencing a wave of awful realization of consequences?

In my opinion, the Rich case was the most powerful sermon for good Michigan has experienced in a long time.

Your letter reads as though you actually think newspapers hunt for smut in order to get more circulation.

Really, we are not so stupid. Even if we be without conscience, we know that ninety per cent of Michigan people are clean-living and try to do what's right. One can't run a successful newspaper by catering to a vicious ten per cent. We know that the easiest way to win success is to deserve it. That's what we are trying to do. We make mistakes, of course. But playing up the Rich case as we did was part of our duty, as we see it.

The "flood of protests" you predicted and hoped for is confined to your own letter. No other complaint has reached us.

Sincerely yours,

Achievement

(As Sung by the Yellow Newspapers)

Who gave the Prince a chaperone?

We did! Yes, we did!

Spread gossip in a subtle tone,

We did! Yes, we did!

Whene'er he went to dance or dine,

Who listed every maid—or wine?

Who told the world when he arose,

Or scratched his leg or blew his nose?

We did! Yes, we did!

Chorus

Ah, who did this and who did that?

Please, dearest public, one caress.

For we're the boys from Scandal's vat,

Reporters from the scurrilous press.

Who kept close tab on Peggy Joyce?

We did! Yes, we did!

And introduced each latest choice?

We did! Yes, we did!

Our standing order—"Have us paged,

Each time that Peggy gets engaged."

But, say, we had to scribble fast,

To make the streets before they passed.

We did! Yes, we did!

Chorus

Who gave young Kip his claim on fame?

We did! Yes, we did!

Wrote banner heads that bore his name?

We did! Yes, we did!

And who revealed his words of love,

Dispensed them all without a glove?

Who made the whole Rhinelander powers

Wish Kip had said his say with flowers?

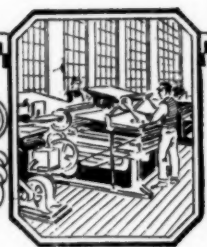
We did! Yes, we did!

Chorus

Ha! Ha! We did!



WITH SIGMA DELTA CHI AFIELD



RALPH D. CASEY (Wash. '12) associate professor of journalism at the University of Oregon, is co-author of a book on the "Principles of Publicity" which has been announced by D. Appleton & Co., New York, publishers. Collaborating with Casey in writing the book was Glenn C. Quiett, director of the publicity department of Tamblyn & Brown, New York. The twenty-eight chapters in the book discuss all phases of publicity, the writing of news stories, feature stories, magazine articles, pamphlets, and booklets. In addition, the book explains the use of publicity in the exhibit, in the public address and through the medium of motion picture and radio.

WALTER M. PAULISON (Northwestern '25) was highly complimented by the Associated Press for the manner in which he covered the Northwestern student demonstration the night of Nov. 23, Paulison is editing the North Shore page of the Chicago Evening Post and covers Evanston for the Associated Press. Edgar T. Cutter, superintendent of the central division of the Associated Press, wrote Paulison a letter of commendation in which he said, "You did a real piece of reporting that night."

JIMMIE COWAN (Toronto '23) has taken a position as advance publicity agent for the New Dumb-bells on their American tour.

BRIAN O'BOYLE (Toronto) who has been on the sales force of MacLean's Magazine in Western Canada, has returned to Toronto to finish his course.

LORNE MCINTYRE (Toronto) has taken a position on the Toronto Globe.

CARROL McLEOD (Toronto) is writing fiction for United Church of Canada publications.

GILBERT S. HAROLD (Pitt. '24) is now classified manager of The Jerseyman, Morristown, N. J.

DON C. WILSON (O. A. C. '25) editor of The Benton Independent, Corvallis, Oregon, issued a special edition of this newspaper, Thursday, Dec. 10. It carried a decorative cover and had a large volume of advertising.

CLARENCE STREIT (Mont. '14) who has been acting as foreign correspondent for eastern newspapers, most recently for the New York Times Wide World Service, has returned to Paris from Morocco. While in Morocco, Streit covered French military operations out of Fez. Streit's reports on this campaign were considered among the best. Since entering the foreign service, Streit has covered a number of important overseas assignments.

DONALD F. MALIN (Iowa State '18) is agricultural copy writer for the Coolidge Advertising Agency of Des Moines. Following his graduation, Malin was a member of the editorial department of Wallace's Farmer, later becoming livestock editor. He is author of several books on animal husbandry, one of these "The Evolution of Breeds," having brought him particular prominence.

FRANKLIN M. RECK (Iowa State '25) has made two highly important decisions; on February 1 he will be married and immediately after he and his bride will go to Detroit where Reck will join the editorial staff of The American Boy Magazine. Reck has been serving as private secretary to President R. A. Pearson of Iowa State.

FRANK E. (Gus) MULLEN (Iowa State '22) radio editor for the National Stockman and Farmer, recently added a side-line job, that of serving as editor for a newly organized radio entertainment company. He is also in charge of the monthly radio programs broadcast over KDKA by the Pittsburgh Izaak Walton League.

CHARLES L. ALLEN (North Dakota '21) is an instructor in journalism at the University of Illinois. Allen has had newspaper experience on a dozen newspapers and has taught for four years.

ARCH CRAWFORD (Iowa State '10) has left the advertising service of The Farmer and The Farmer's Wife of St. Paul, to join the advertising department of The Country Gentleman. His headquarters will be in Chicago. Crawford's former position was taken by Merlin L. Seder, (Iowa State '16).

CHARLES W. CLAYBAUGH (Kan. '25) received considerable favorable mention recently as the result of a particularly striking advertisement he prepared for the Manhattan Evening Mercury, Manhattan, Kan. The Bonnett-Brown Corporation, producers of newspaper mats, carried a story about Claybaugh's advertisement in their house organ and wrote him a letter of commendation. Claybaugh prepared the advertisement for a department store that had been entered by a burglar. The full page display carried the following headline: "Here's One Fellow You Can't Fool. That's the Modern Burglar! Even He Recognizes Bargains."

FRED MARTIN (Montana '25) is reporting for the Butte Daily Post, Butte, Mont.

PROFESSOR A. A. APPLGATE (Montana) who resigned his position as instructor in the school of journalism at Montana last spring, is at present an associate editor on the Idaho Statesman, Boise, Idaho.

NATHANIEL McKOWN (Montana '25) who is on the staff of the Star Bulletin in Honolulu, was married a short time ago to Miss Eugenia Patterson, a graduate of Goucher College, Maryland.

JOHN SHAFFER (Montana '24) was married to Miss Eva Wyman recently at Seattle, Washington. Shaffer is on the sports staff of the Tacoma Daily Ledger, Washington.

JESSE LEWELLEN (Montana '25) was given favorable mention for his short story, "Champion Plus," in The Best College Short Stories of the Year, published by Stratford of Boston.

EARL DUFFY (Montana '23) is at present working in the public relations department of the Portland Cement Association.

HAROLD S. HEPNER (Montana '26) has resigned his position as managing editor of the Montana Kaimin and expects to leave for Washington the first of the year where he will continue in the newspaper work.

HOMER L. ROBERTS (Oregon State) who took charge of the news end of the Santa Rosa Republican early last summer, has reorganized the

paper to such an extent that circulation has increased by leaps and bounds. Roberts is responsible for putting the college paper, the O. A. C. Barometer, on the daily basis, several years ago. He has associated with him Fred Behnke (Oregon State) editor of the O. A. C. Daily Barometer, last year.

PHELPS HAVILAND ADAMS (Colorado) who won one of the Pulitzer Traveling Scholarships at Columbia University in 1924, is on a trip around the world, from which he is expected to return in the late spring.

JOSEPH FLEITZER (Columbia '22) is editor and publisher of The Bell Herald, at Bell, Los Angeles County, California.

SAM PICKARD (Kansas State Associate) who has been director of the college radiophone, KSAC, and who originated the "College of the Air" radio programs, has resigned to accept an appointment as chief of radio service for the United States Department of Agriculture. He will supervise distribution by radio of educational information by the department.

NELSON ANTRIM CRAWFORD (Kansas State Associate) now director of information, United States Department of Agriculture, visited at Kansas State on homecoming day, November 14.

ALAN DAILEY (Kansas State) is now in the department of publicity and editorial at the University of Idaho, Moscow.

OLIVER KEUCHLE (Marquette '23) is head sports writer for the Milwaukee Journal.

FRANK THAYER (Wisconsin '16) former Springfield, Mass., Republican staff writer and later professor of journalism in the Medill School of Journalism, Northwestern University, has been appointed educational director in the West for S. W. Straus & Co., investment bankers, with headquarters in Chicago. Thayer will have charge of institutional promotion, building construction surveys and financial information service, in his territory. Besides his work in business and financial writing, Mr. Thayer has been a leader in university work in journalism, having been director of the courses in journalism at the State University of Iowa, and Washington State College, as well as one of the first faculty members in the Medill School. He has also been a lecturer in journalism in the universities of California and Wisconsin.

J. WILLARD MOORE is handling insurance for the Penn Mutual Life Insurance Co., at Milwaukee, Wis.

GEORGE W. SMITH (De Pauw '19) is classified advertising manager for The Dallas Dispatch, Dallas, Texas.

DAVID W. PUTNAM (Ohio State '21) is vice-president and trust officer of the Commercial National Bank, Columbus, Ohio.

JAMES C. STEVENS (Mich. '23) is salesman for the Bessemer Limestone & Cement Co., Mansfield, Ohio.

JAMES P. O'NEILL (Wash. '16) is copyreader for The Seattle Times, Seattle, Washington.

FREDERICK S. SIEBERT (Wis. '23) is instructor of journalism at Bradley Polytechnic Institute, Peoria, Ill. He also supervises student publications.

ROBERT W. BUCKLIN (Wash. State '25) is mining editor for the Wallace Press-Times, Wallace, Idaho.

G. E. CHILDERS (Kans. State '25) is assistant agricultural editor for South Dakota State College, Brookings, S. D. He handles college publicity and extension agricultural news.

C. E. TROUT (Wis. '24) is in the Bureau of Agricultural Economics, Washington, D. C. He edits a house organ and handles publicity.

HOWARD W. DUNHAM (Texas '17) is in the real estate business at Dallas, Texas, being head of his own company, H. W. Dunham, Real Estate.

WELLINGTON BRINK (Kansas State '16) is associate editor of Farm and Ranch, published by the Texas Farm and Ranch Publishing Company, Dallas, Texas.

C. A. BIERY (Ohio State '14) is president and editor of The Bluffton News, Bluffton, Ohio.

C. L. YOUNG (Kansas '22) is assistant city editor of the Pueblo Chief, Pueblo, Colorado.

LEONARD W. KLINE (Nebr. '19) is sales manager for the Heat Equipment Corp., Lincoln, Nebr. The company produces oil burners.

DORRANCE D. RODERICK (Okla. '22) is president and manager of the Lubbock Daily Journal and the Plains Journal, Lubbock, Texas.

WILLIAM A. RORISON (Wis. '25) is associate editor of The Mississippi

Motor News, a monthly magazine published by the L. E. Chute Co., Davenport, Iowa.

HAROLD R. HALL (Kans. '20) is western representative for System Magazine, being associated with the A. W. Shaw Co., Chicago, Ill.

GORDON M. SESSIONS (Iowa State '22) is state news editor for The Daily Argus-Leader, Sioux Falls, South Dakota.

HOWARD J. LAMADE (Mo. '13) is secretary and business manager for Grit, a weekly newspaper published at Williamsport, Pa. George R. Lamade (Mo. '15) is vice-president and assistant general manager.

HARRY H. SCOTT (Wis. '19) is an account executive with the Klan-Van Peterson-Dunlap-Younggreen, Inc., advertising agency of Milwaukee, Wis.

C. V. STARRETT (Pitt. '24) is copy writer for Ketchum Publicity Inc., of Pittsburgh, Pa.

ABRAM W. SMITH (Penn. '08) is correspondent for the Associated Press of Seattle, Wash.

ARTHUR SARELL RUDD (Ore. '24) is syndicate salesman for Associated Editors which supplies newspapers with special features. His home is in Golden, Colorado.

WILLIAM G. LYTLE, JR. (Pitt. '21) is publicity manager for the Pittsburgh Coal Co., Pittsburgh, Pa.

HAROLD K. SCHELLENGER (Ohio State '24) is president and editor of the Jackson (Ohio) Sun-Journal.

D. M. SMITH (Purdue '19) is in charge of manufacturing and production for the McQuay Norris Manufacturing Co., St. Louis, Mo.

HARRY M. CAREY (Mich. '20) is now a director of the Community Welfare Federation of Wilkesbarre, Pa. He has charge of financing welfare agencies.

FRANK J. McENIRY (Denver '20) has charge of general radio publicity for the Denver district of the General Electric Company. He writes news and feature stories regarding KOA station and edits the weekly program releases.

R. L. DICKINSON (Iowa State '15) is branch executive secretary of the Columbus, Ohio, Y. M. C. A. He edits the South Side Triangle, a monthly Y. M. C. A. publication.

Reporters

By PROFESSOR FRANK L. MARTIN

School of Journalism, University of Missouri



ABOUT every discussion I ever heard about news, sooner or later centered about these two points:

First—What the public wants.

Second—What the public ought to have.

Few ever agree, in discussing news, on these two points. Opinions vary. They probably always will vary. But in connection with the way news is presented, can there ever be any argument on the assertion that:

First—The public wants fair, accurate, intelligent reporting?

Second—The public ought to have and is rightfully entitled to reporting of that character?

I don't hesitate to say that I believe the best reporting in the world is done in the American newspapers. Every once in a while I go into our School of Journalism Library and make long journalistic trips. I travel across the continent by reading newspapers in every section, from New York to the Pacific Coast, and from Duluth to El Paso. I find much of the reporters' work is a joy to read. Many of the news stories are masterpieces. You'll find excellent examples in a volume issued annually by one who selects the best news stories of the year.

But I find many—too many, I believe—that are conspicuous examples of poor reporting. Some are inane, some wordy, some contradictory and others are wholly unintelligible.

THE question in my mind is whether the newspapers have made the same progress in presenting news as they have made in all other phases of newspaper production in the last quarter of a century, say, and have the newspaper, city and country, and the press associations, selected their staffs of reporters as carefully as they should; or as carefully as they have selected their men in other departments? Or have they left the very meat of a newspaper to be served to the public by many who are incompetent? Is the public really getting what it wants and what it is entitled to?

We are all familiar with the assertion often made that the newspaper is a public institution. Since it is regarded as such, the public becomes extremely critical. The bulk of this criticism is directed toward the product of reporters. Let me give you two examples:

In a southern state last summer I found this situation: bonds to the amount of five million dollars had been voted for the building of a new park. A park board was appointed to spend the money. The first meeting of this board was held in secret. All of the city papers immediately condemned the board for holding a secret session. The president of the board issued a statement in which he said:

"In the entire city I know of not more than two reporters who are competent of reporting the proceedings of the board."

Page Mr. Reporter

"Not in our leading magazines but in our newspapers is to be found the best prose written in America today," says Dr. Henry Seidel Canby, of Yale University faculty and editor of the *Saturday Review of Literature*.

"The reporter's writings are full of meat of the sort which America needs. The language of the press serves as an example of writing with a swift compelling purpose."

"The best prose is not the product of the men and women who write for the high class magazines. Our best examples of prose are being turned out by certain 'low-brow' reporters with no reputation whatsoever as writers."

AND for that reason he preferred to hold the meeting behind closed doors. The newspapers of the city sought to condemn his action by means of interviews with leading business men. The business men, instead, upheld the action of the city official and supported him in his reason.

In an adjoining city of about the same size a similar complaint was made to me regarding the accuracy and intelligence in reporting by the president of the chamber of commerce. He read, just as an example, a news story taken from a newspaper issued on the day of my visit and pointed out nine errors in a story of eleven lines. He said his organization could not work effectively without the aid of the newspaper and yet he could not get that intelligent aid.

I make no attempt to judge of the merits of these controversies. I was interested in them and cite them merely as examples of the kind of criticism the public and those from whom we get the news are indulging in.

We all know, too, that much of the criticism directed against reporters comes from a biased source—often from a public that is so closely connected with this or that piece of news that it is prejudiced. Thus, no doubt, much of this common complaint against lack of accuracy, fairness and

intelligence in reporting is uncalled for. But merited or not, it's a criticism that the newspaper must face. And the newspaper that does not make an honest effort to put the responsible task of presenting news in the hands of trained reporters is truthfully open to criticism.

Bad reporting endangers the success of a newspaper. More important yet it tends to destroy the sphere of influence and limits the opportunity for service. We know a newspaper may lead and that it may assume the role of educator by means of efficient news presentation as well as by editorial expression. But it cannot if the presentation of the news of a community is left to even mediocre reporters.

WITH the newspapers this is a news age. There are more readers of newspapers than ever before. More persons are interested in news of all kinds—international, national, state and local. The newspapers themselves are stressing the news. Then isn't it the obvious duty of every newspaper to look with vigilant eyes upon its staff of news gatherers and writers—to weed out the unfit and to substitute the fit, or trained?

I am not trying to draw a dark, gloomy picture of this phase of the newspaper profession. Due credit and great praise should be voiced for the vast amount of fine reporting that the newspapers of this country are providing. What I am trying to urge is the need of still greater effort on the part of those who own, produce or edit newspapers toward more reporting of that same quality—an effort to put all reporting on a uniform, higher level; to eliminate as far as humanely possible the poor reporting that I believe often creeps in through the failure of publishers to select competent, trained men for their news staffs.

In the last few years I have read many reports of meetings of newspaper men and many articles in the trade journals. There never was a time, as far as I know, when news and reporters have been discussed so widely at these meetings and in these journals as today.

I have in mind one eastern association of newspaper owners and editors that has devoted most of its time in the last two annual sessions in discussing their news departments. They had a lot to say about reporters. Heretofore at their meetings they had spent about all of their time talking about comics, syndicates, Sunday editions, etc.

Now that's one of the most hopeful signs I can think of in reference to the outlook for better reporting. It indicates to me that the newspapers are realizing that reporting and reporters ought to receive more attention.

I insist that the public doesn't want poor reporting. The time is coming, I am confident, when the publisher will not tolerate it any more than he will tolerate inefficiency in the business department.

"The access of the press," says Herbert Bayard Swope, executive editor of the New York World, "has shifted from opinion to fact. Where, in other days, the press provided ready-made opinions for the few, it now provides food from which opinions of the many are made."

"Journalism no longer considers itself bound to have its opinions accepted and acted upon, but it is bound to give intelligent and faithful exposition of the facts upon which independent opinion may rest."

"This is the age of the reporter. News is among the chief factors in the formulation of conduct. The press discharges its responsibility to the world in the fidelity with which it gathers, and the truthfulness with which it presents its news."

"It has no responsibility for the reactions thereto of its readers."

Here is what a city editor in St. Louis has to say about reporters:

"A most serious black mark against the newspaper today is the practice of some newspapers in sending unqualified men and women on important assignments."

Confidence in the accuracy and intelligence of a newspaper staff is greatly to be desired. And yet this confidence is undermined for all of us by the mistakes of an alarming number of unthinking newspaper publishers and editors.

FAULT rests with the publishers or with the editors—with the publisher if he fails to provide the wherewithal for an efficient, intelligent staff; with the editors, if, possessed of an efficient staff, they fail to exercise the good judgment to see that it functions with maximum results. Rather would I disregard an interview upon an important topic than send someone not truly representative of the greatness of the paper and qualified to write intelligently upon the subject.

The only way I know of to acquire good reporting is to hire good reporters and if I were fortunate enough to own a newspaper—something I would rather own than anything else I know of—here are some of the things I *think* I would and wouldn't do:

1. I would pay reporters a commensurate salary.
2. I wouldn't trust my reporting to youths.
3. I would insist on trained reporters.
4. I would demand these three qualities, at least, in my reporters: (a) Responsibility, (b) Accuracy, and (c) Intelligence.
5. I would enforce the rule that no reporter on my staff ever accept the unsolicited, canned, ready-made, prepared, press-agent type of stories in lieu of the real news that should come from personal investigation.
6. And finally, not discussing such requirements as honesty, thoroughness, an ability to write, etc., I would scrutinize with extreme care the daily work of my reporters, in the light of the great service they are to give the public in my behalf—with a care equal to that I would give to the business staff that is to render to me the profit that every newspaper deserves.

The Fraternity's Greatest Problem

By LAWRENCE W. MURPHY

Chairman, Courses in Journalism, University of Illinois



SHOULD Sigma Delta Chi ally itself definitely with the schools and departments of journalism? This is the most important question before the fraternity today.

True, the fraternity has maintained friendly relations with schools and departments, has promoted their interests, aided in their establishment, elected their students to membership, but it has been slow to link itself with the professional school in a fundamental way.

Now there were several reasons why this has been so. In the old days many students were advised against enrollment in the professional school or department. In some cases the advice was good—where the work was poorly developed and the department poorly equipped; in other cases it was merely the result of prejudice against the study of journalism outside the newspaper office. But whether the reasons were good or bad the fact remained that a considerable number of journalism prospects were not enrolled as major students in the pioneer courses in journalism.

Another reason that the fraternity did not take more account of the early schools and departments was the fact that it was not conscious of itself as a professional organization. It was an honorary campus activity society, electing men from the school publications much as Pi Delta Epsilon does at the present time. Efforts of the national officers and a number of chapter leaders to shift the emphasis from campus to professional field did not gain serious recognition from the fraternity as a whole until 1919 when the pledge idea went into effect.

Prior to that time campus politicians and athletes had about as good a chance of making Sigma Delta Chi as they did of making the all-university junior honor society or the interfraternity bodies. I can remember when chapter membership went almost as a matter of course to the politician who was elected editor of the university year book, and also the days when the business manager was frequently a neophyte at fraternity initiations.

OBVIOUSLY, there was no sentiment for close relationship with an academic unit during such a regime. As a result the fraternity existed on a number of campuses where the department of journalism was unknown to the membership two years out of a possible three.

The professional impetus is said to have come from the alumni who were actively at work in the field. They saw the possibility of Sigma Delta Chi as a journalistic society and brought about its professional standing and status.

The campus journalists, many of whom were journalism students, gradually came to have a larger part in the deliberations of the chapters and concentrated the attention of the fraternity on the recognition of the best qualified students. These, again, happened to be journalism majors in a large number of cases and thus the persons sympathetic toward the work of the schools and departments came to have a voice in the councils of the organizations.

NATURALLY, they turned to their teachers for advice and help and faculty members from the journalism staff were brought into the work of the fraternity in larger numbers. It should not be assumed that journalism faculty members had never been elected to membership in the early days. They were charter members of many of the early chapters but they were not called on to guide or help shape the destinies of the organizations with special reference to their experience as teachers of journalism. They were tolerated, respected, invited to meetings much in the same sense that they were invited to chaperon dances.

As the fraternity did not call on them to act in their capacity as specialists they accepted invitations in the spirit in which they were offered and regarded the fraternity as a campus activity which stimulated some interest in campus publication work.

Even with the new emphasis of the professional pledge the journalism faculties were not called upon with freedom by certain "old-line" chapters. When they were called on, they responded with their help wherever the chapters justified the effort involved, and in many cases they have been the determining factor in chapter strength.

Since 1919 the professional emphasis has brought about a great change in the character of the active membership. Practically three-fourths of the actives of today will stick to journalism after graduation. The other one-fourth will try newspaper and magazine work in a half-hearted way and forsake it at the first opportunity or will use it as a stepping stone to get into a money making line of work which they believe offers get-rich-quick possibilities.

It might be interesting to examine the character of this one-fourth. Experience has shown that the greatest loss comes where the student has not taken the professional course of study. Some seek to "kill two birds with one stone" and prepare themselves so that they can do several things after graduation. I remember a sophomore who enrolled in some work in journalism to prepare himself to do reporting

although he admitted that he wanted to teach dramatic work and debating. Yes, he would sign a pledge that he was going into journalism. Is there anyone who believes that he is in journalism today? I remember another student who was very active on the school newspaper who entered the law school in his senior year. Yes, he would sign a pledge that he was going into journalism. He would join any number of journalism fraternities. Is there any record of him in a newspaper office today? Still another student thought that he would best equip himself by majoring in economics. He did, returned for graduate work, wearing a Sigma Delta Chi Key, and is now teaching economics in a small college.

Now the study of law and economics and drama are all excellent things but they should not be confused with a professional course in journalism. Sigma Delta Chi has invested a great many memberships in "general" students. A check up would indicate that a ridiculously small number of these general students elected in previous years are in journalism today. They joined one more society, wrote one more line after their names in the annual, wore one more pin—and passed on. I was sufficiently interested in this phase of the work to check up on the students who worked on a large college daily. Of those who gave all indication of preparing for journalism—except enrollment in the journalism department—not one in thirty did anything in journalism after graduation.

It is interesting, also, to check up on the small chapters of the fraternity. The small universities repeatedly send journalism students to the large schools for their professional studies, but, making due allowance for this, we find that the chapters in the small schools are producing very little in the way of graduates in journalism offices. It would be difficult for some chapters to show that they had averaged one active man a year for the past ten years who, without a professional course in a department or school, had stuck to journalism.

This particular phase of the discussion should not be passed over without proper notice being given to the fact that there are many casualties among those who do enroll in departments and schools. Of 600 graduates from the University of Missouri School of Journalism not more than 520 are now engaged in journalism. But the loss of 80 out of 600 is much different from the loss of 29 out of 30.

Three-fourths of the actives of today will stick to journalism but the three-fourths will be largely the actives who are majoring in journalism. If we have 500 actives at the present time probably 20 or 25 who are not majoring in journalism will stick to it—as they have pledged themselves to do, but it is important that we learn to regard these as the exception and not as the rule. The regular practice is for the non-journalism graduates to leave the profession without contributing anything to it.

Of the actives probably 100 are not majoring in

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journalism. Thus 75 percent or more of the 100 will be a total loss after graduation. Of the 400 who are majoring in journalism between fifty and eighty will leave the profession.

The figures indicate that the journalism majors have become the best investment from the standpoint of the fraternity.

Toronto chapter is one exception but even this chapter has been working for courses and lectures on journalism since its organization which would seem to indicate that the absence of journalism instruction does not seem the ideal situation.

The recent difficulty of the Cornell chapter was due largely to the fact that Cornell has no department or school of journalism. If it had, the action of certain members of the student daily staff would not have sunk the chapter. There would still have been the strong nucleus of journalism students who were interested in the professional course of study.

With the University of Maine, Miami, Denver, and other chapters severed from the ranks, with other smaller units in danger of dying out, the real meaning of the situation is brought home to us.

I believe that the answer is growing clear. In the schools which do not have departments and schools of journalism the fraternity inevitably assumes the character of an active society. It has no traditions because no one remains behind to pass them on; it has no base of supply because it is dissatisfied with the condition of the student paper and knows no other; it has no meaning because journalism has no professional status on the campus; it has no guidance because the actives know as much as the advisors; it has no future because the students may give their allegiance to something different tomorrow.

I was interested in studying the chapter roll to see that the fraternity has naturally built itself around the schools and departments even though it has not acknowledged its debt to them. Of the 38 chapters, 30 are located at institutions with strong professional courses of study. Of the remaining eight, four are too small to have professional schools and the other four will probably have them within the next five years.

It is possible that the four small schools might become pledging chapters of the professional fraternity but their status must be modified in some way for they cannot hold on much longer if the present standards are enforced.

These observations lead directly to a suggestion which has been made by the Montana State chapter. The suggestion which took the form of a chapter resolution indicated that it was the will of the Montana chapter that the fraternity should bar petitioners who did not represent schools which were members of the Association of American Schools and Departments of Journalism. This sounded like a very radical action at first but it does not seem so in light of the fraternity's expe-

rience. The requirements of the association named are reasonable and the adoption of such a plan as submitted, or in modified form, is probably desirable.

Out of this suggestion grows the idea that action should be taken to effect the active fraternity as a whole as well as petitioning groups. If the fraternity is best served where there are schools and departments and if the students in schools and departments are the best investment for the fraternity in its efforts to improve the profession it would be a natural step to limit membership to students who are majoring in journalism.

This might be hard on a considerable number of "fraternity brothers" and friends but it would be good for journalism.

The Council on Education for Journalism is establishing standards and classifying schools. Very shortly the fraternity will have its chapters located at A, B, and C class schools of journalism. How many chapters does the fraternity want to have at B and C class schools of journalism? How many chapters does it want to have at schools that cannot get any rating at all?

In certain respects the problem involves either leadership or following the lead of more courageous spirits. It has been the practice of Sigma Delta Chi to lead. I wonder how it feels about this? Perhaps, as the editor suggested, members may write in to the QUILL and express their ideas.

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Story-Sleuthing in the Business World

(Continued from page eight)

job for the writer. He surrenders the initiative to you; in this transaction the responsibility is yours.

"Suppose," he suggests, "you ask me some questions."

"Well," you ask, "how did you go about this job of beating mail order competition? What method did you use?"

"Oh," he's likely to say, "I've applied a half dozen methods—used 'em all at the same time. Don't know that you can give any one of 'em credit for doing the job."

"Well, suppose you give me a synopsis of your whole program of going after country business. Then we can discuss in detail each of your methods."

HE will enumerate schemes and stratagems of merchandising. He may mention a map, studied with dome-headed tacks that represent customers sold; a mailing list, classified and cross-classified for the greater efficacy of his direct mail advertising; a special advertising campaign; a collection of mail catalogs; a scheme for rapid delivery of merchandise.

Here and there in the course of his conversation your merchant friend has dropped in some anecdote. He has interrupted himself occasionally to say, "A funny thing happened in connection with that," and then he has told you a little story. Catch those little stories. When you are writing your story, you will find them surprisingly useful.

Before you end the interview with your merchant search about in your mind for the ends of thought left loose, for details of the picture left hazy and indistinct, for questions here and there left unanswered. And having done that, you are ready to close up your notebook. You have met the story and it is yours.

Whatever the conditions and circumstances, whether you are getting a story about retailing, manufacturing or whatnot, whether you interview one man or a half dozen you will be wise to follow, in your own technic, some such procedure as this:

1—Think straight!

2—First visualize the whole story and determine for yourself the main objective, the purpose, the "big idea."

3—All the time you are gathering your facts, keep in mind that "big idea"; relate every fact, every component part of your material, to that "big idea."

4—Be vigilant for "little things," for anecdotes and specific instances; capture every one that flutters into sight.

5—Take nothing for granted. Don't leave obvious questions unanswered, trusting to answer them out of your own logic or your own imagination. You may guess wrong.

6—Make plenty of notes.

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CHAPTER SECRETARIES

(Kindly inform the Editor of any corrections)
DePauw—Robert C. Anderson, Phi Gamma Delta House, Greencastle, Ind.

Kansas—Guy C. Graves, 1332 Tennessee St., Lawrence, Kansas.

Michigan—W. Calvin Patterson, 426 N. Ingalls St., Ann Arbor, Mich.

Washington—Carl Cleveland, Editorial Sec'y Office, U. of Washington, Seattle, Wash.

Purdue—C. B. Libbert, Alpha Gamma Rho House, West Lafayette, Ind.

Ohio State—Ben E. Williams, 104 Fifteenth Ave., Columbus, Ohio.

Wisconsin—Kenneth E. Cook, 1826 Chadborne, Madison, Wis.

Iowa—Don Wilkins, 223 E. Davenport, Iowa City, Iowa.

Illinois—C. G. Schwarz, 409 E. Daniel St., Champaign, Ill.

Missouri—Frederic McPherson, 902 University Ave., Columbia, Mo.

Texas—Charles T. Banister, Sigma Nu House, Austin, Texas.

Oregon—George H. Godfrey, 1168 Ferry St., Eugene, Ore.

Oklahoma—Robert Ingram, 757 DeBarr, Norman, Okla.

Indiana—Maurice Gronendyke, Sigma Chi House, Bloomington, Ind.

Nebraska—Volta Terry, Y. M. C. A., Lincoln, Nebr.

Iowa State—Roland C. Ferguson, 201 Gray Ave., Ames, Ia.

Stanford—Alfred B. Post, Jr., Box 658, Stanford University, Calif.

Montana—Bernard Quesnel, Box 673, Missoula, Mont.

Louisiana—Nat Sheets, 817 Boyd Ave., Baton Rouge, La.

Kansas State—L. R. Combs, Box 469, K. S. A. C., Manhattan, Kans.

Beloit—Herbert D. Wilhoit, 745 Milwaukee Rd., Beloit, Wis.

Minnesota—Homer C. Frankenberger, 1214 Fourth St., S. E., Minneapolis, Minn.

Knox—Paul G. Sanders, 304 S. Cedar St., Galesburg, Ill.

Western Reserve—Ralph S. Tyler, 10940 Euclid, Cleveland, Ohio.

Grinnell—William Curtis Lamb, Clark Hall, Grinnell, Ia.

Pittsburgh—John Y. Dale, 244 Bellefield Ave., Pittsburgh, Pa.

Columbia—Lawrence R. Goldberg, Furnald Hall, Columbia University, New York, N. Y.

Colorado—John C. Polly, 965 Grandview, Boulder, Colo.

Cornell—Charles B. Howland, care Cornell University, Ithaca, N. Y.

Oregon State—Bernal E. Dobell, 218 N. 21st Corvallis, Ore.

Marquette—Earle Schlax, 1115 Grand Ave., Milwaukee, Wis.

North Dakota—Edward Thompson, Phi Delta Theta House, Grand Forks, N. Dak.

Northwestern—Philip D. Jordan, Lambda Chi Alpha House, Evanston, Ill.

Toronto—R. C. H. Mitchell, Knox College, St. George St., Toronto, 5, Ont., Canada.

Washington State—William Johnson, Beta Theta Pi House, Pullman, Wash.

Drake—Kenneth A. Colgan, 1367 E. Ninth St., Des Moines, Ia.

California—B. M. Jones, 2227 College Way, Berkeley, Cal.

ALUMNI SECRETARIES

Chicago—Lee Comegys, 1415 Sherwin Ave., Chicago, Ill.

Des Moines—Ralph W. Morehead, 555 7th St., Des Moines, Ia.

Detroit—Bernard E. Meyers, Detroit News, Detroit, Mich.

Kansas City—Guy C. Graves, 1332 Tennessee St., Lawrence, Kans.

Minneapolis—F. J. D. Larson, Minneapolis, Minn.

Oklahoma City—Tulley A. Nettleton, 907 W. 20th St., Oklahoma City, Okla.

Pittsburgh—Henry I. Berlovich, 450 Century Bldg., Pittsburgh, Pa.

Milwaukee—John D. Ferguson, Milwaukee Journal, Milwaukee, Wis.

Washington—Raymond Clapper, 1322 N. Y. Ave., Washington, D. C.

St. Louis—Carl Felker, 5574 Pershing Ave., St. Louis, Mo.

